A **trademark** is a combination of letters, words, symbols and/or designs that distinguishes your goods and services from those of others in the marketplace.

It is important because over time, a trademark comes to stand not only for the actual goods or services you sell, but also for your reputation and your brand.

Your **brand** tells your customers what they can expect from your goods or services; it sets you apart from your competitors.

Your brand represents:

1. What your business stands for
2. What you want your business to be
3. How your business is perceived in the marketplace

**5 reasons** to register your trademark:

1. It provides proof of ownership
2. It gives you the exclusive right to use the trademark across Canada for 15 years
3. It discourages others from using your trademark without permission
4. It gives you more enforcement options
5. It protects the value of your trademark

You may wish to consider using a registered trademark agent to help you with your application.

**Selling and Licensing**

Increase your revenue and market share by selling or licensing your trademark to industry partners interested in benefitting from your brand.

**Enforcing Your Rights**

Monitor the marketplace for any unauthorized use or imitation of your trademark. Enforcement is the responsibility of the trademark owner.

For more information on trademarks, please go to [Canada.ca/trademarks](http://Canada.ca/trademarks) or contact our Client Service Centre at 1-866-997-1936.